

Fig. 1

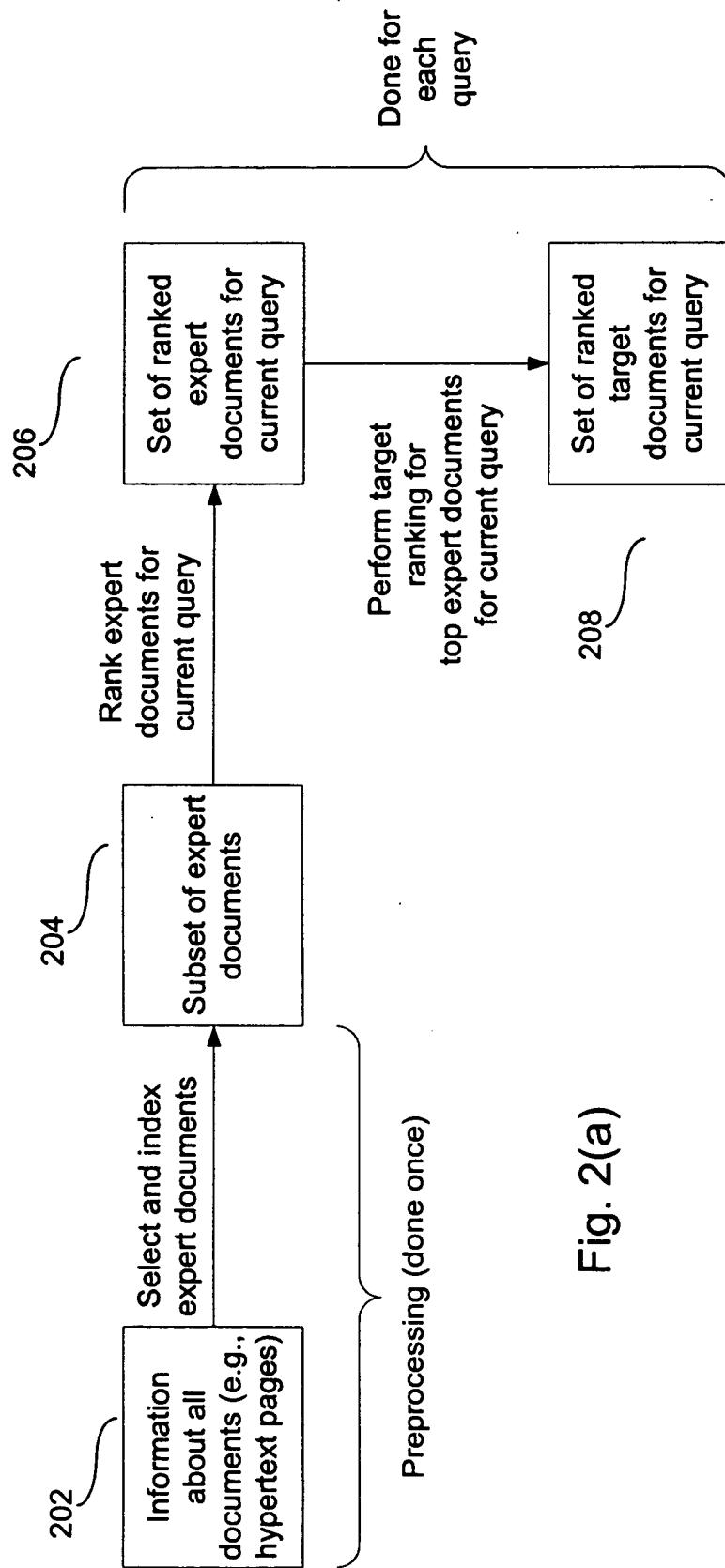
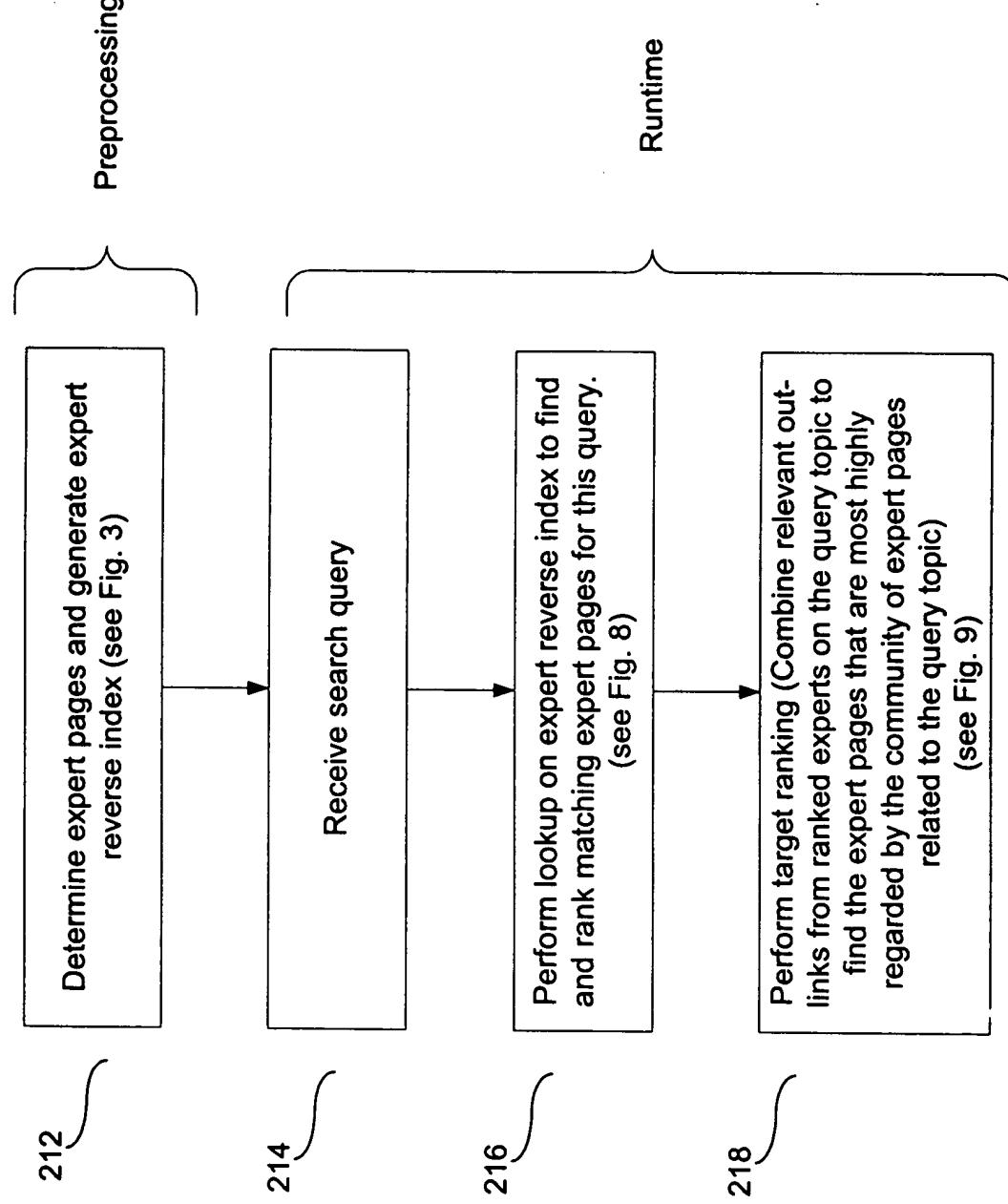
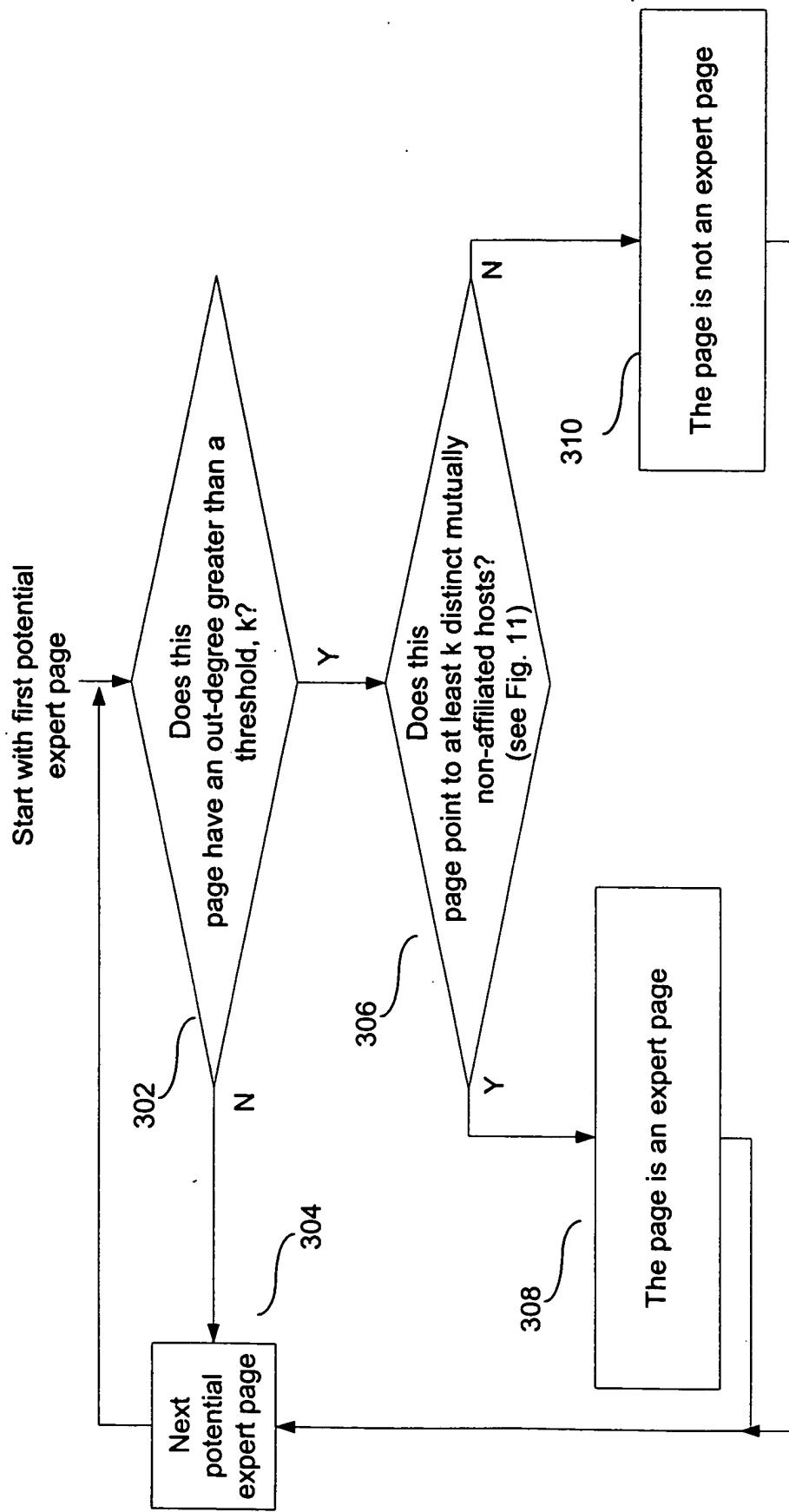


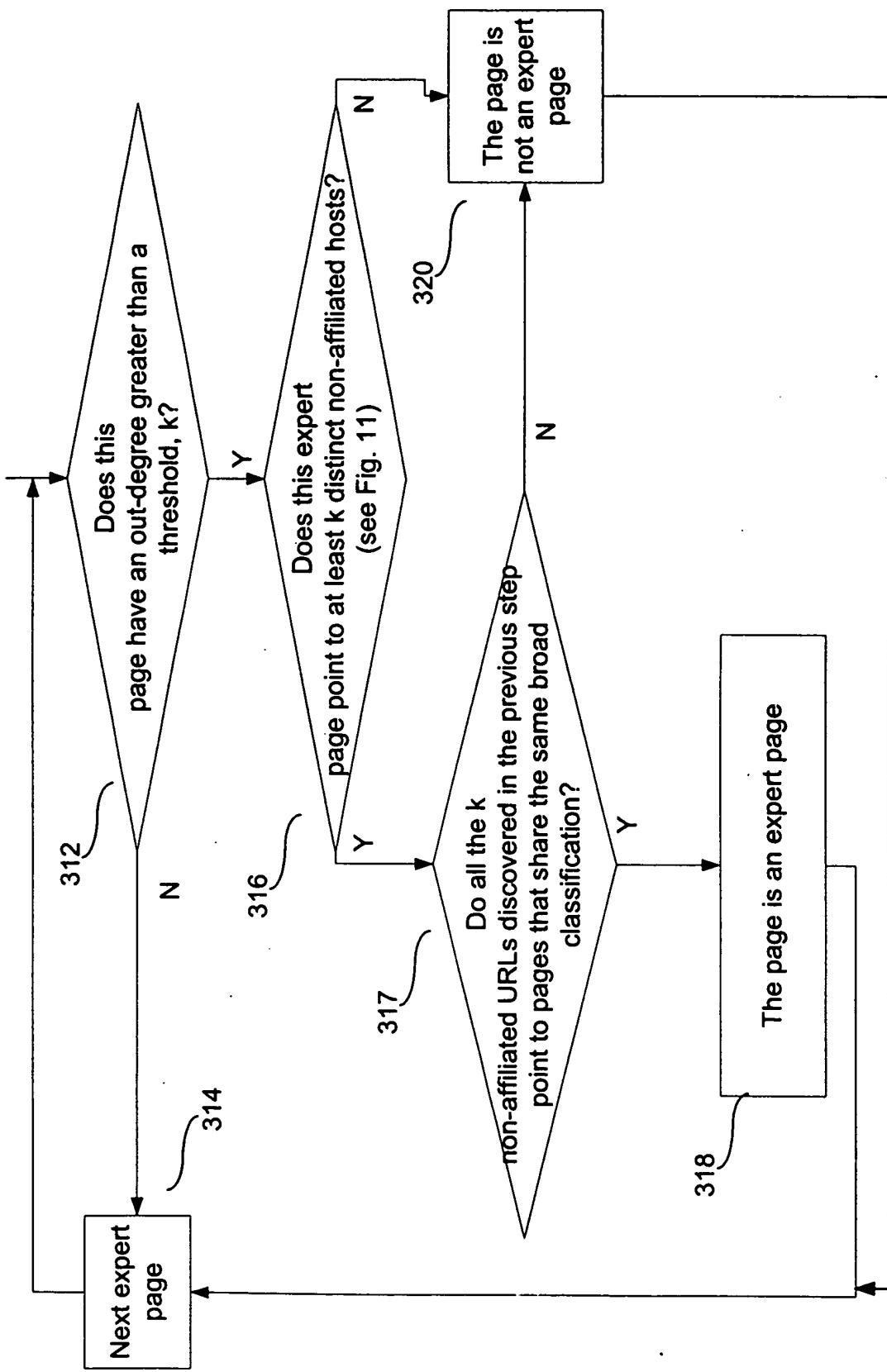
Fig. 2(a)



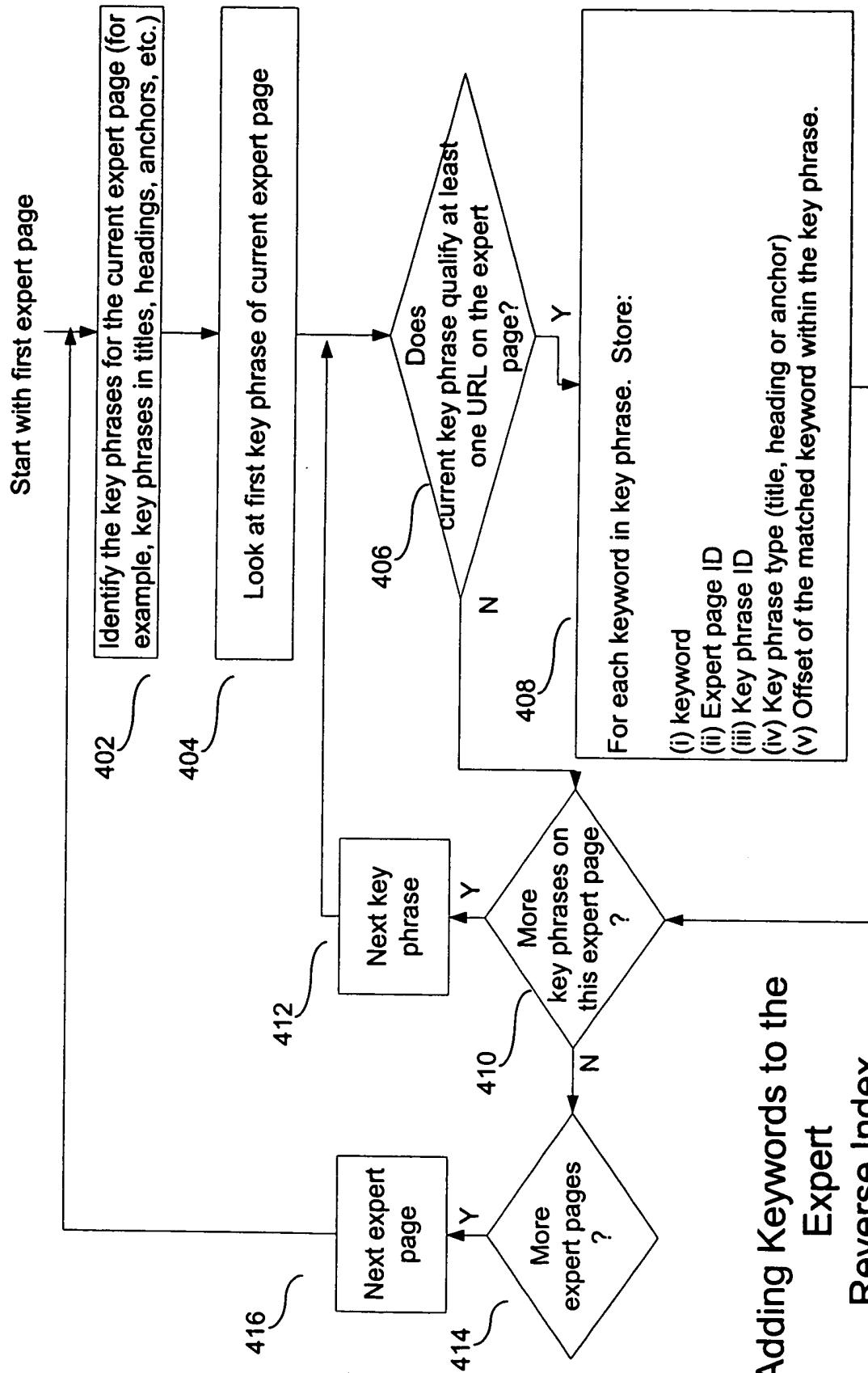
Responding to a Search Query
Fig. 2(b)



Determining Expert Pages
Fig. 3(a)

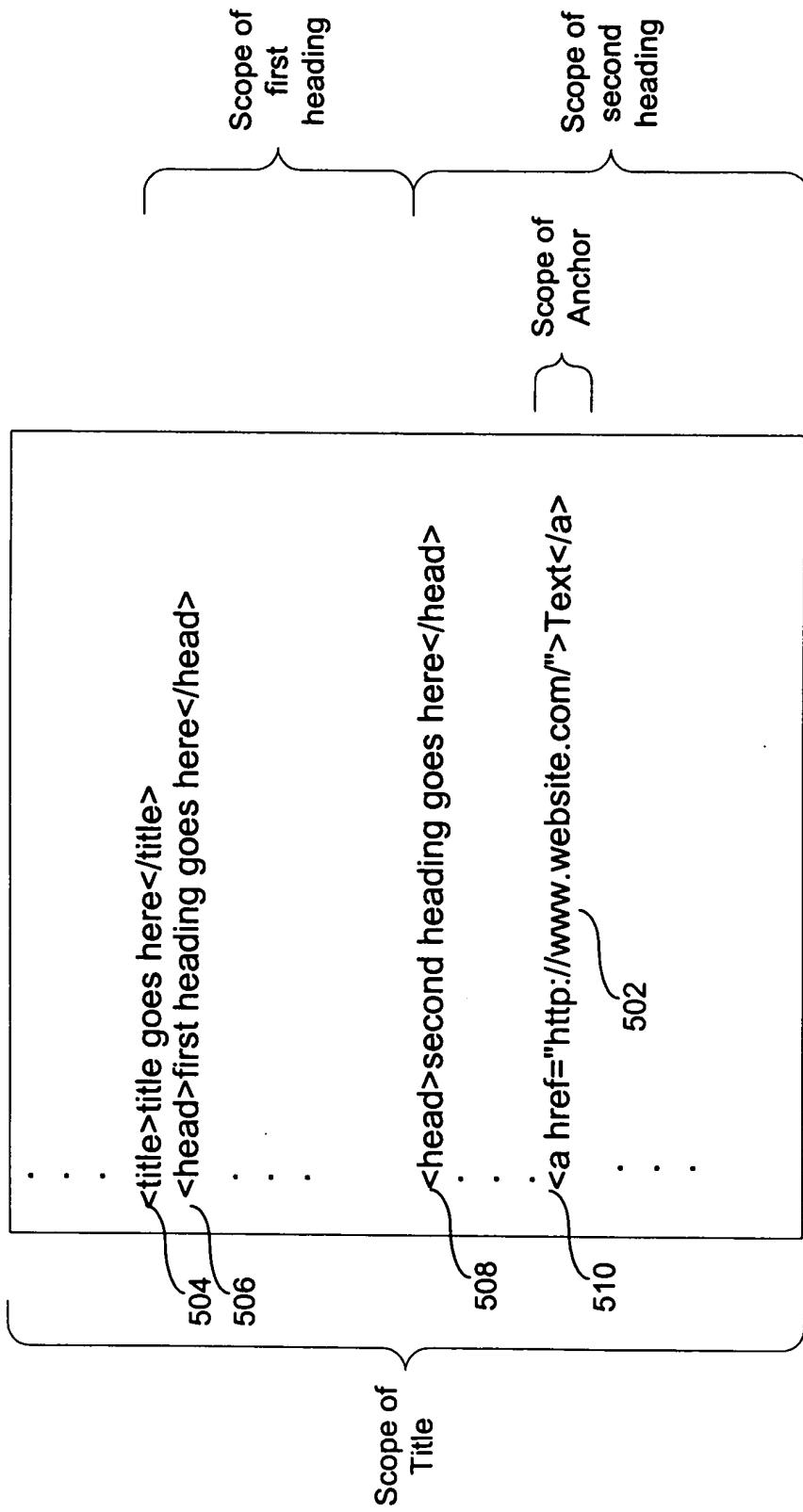


Determining Expert Pages
Fig. 3(b)

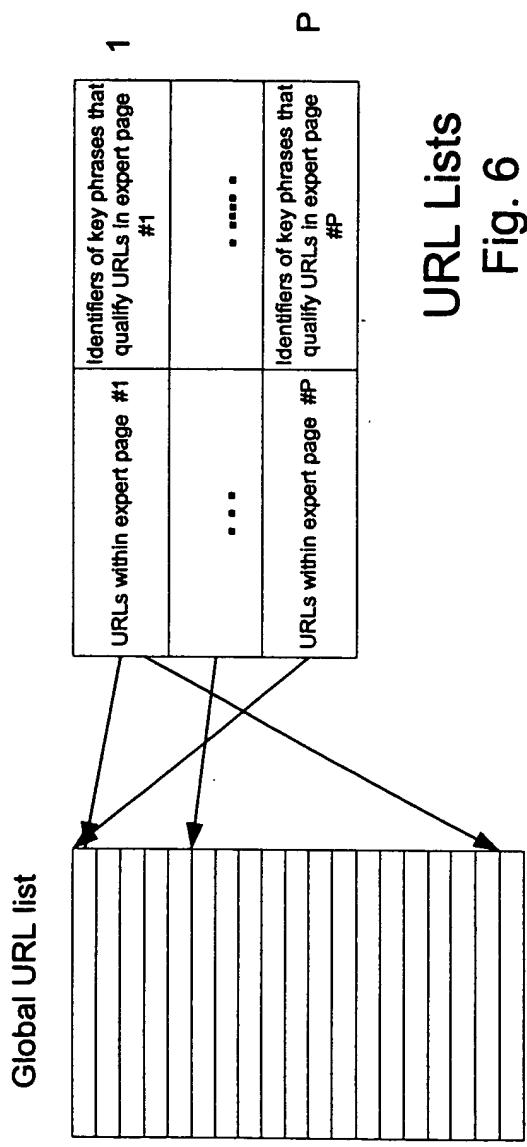


Adding Keywords to the
 Expert
 Reverse Index
 Fig. 4

An expert page



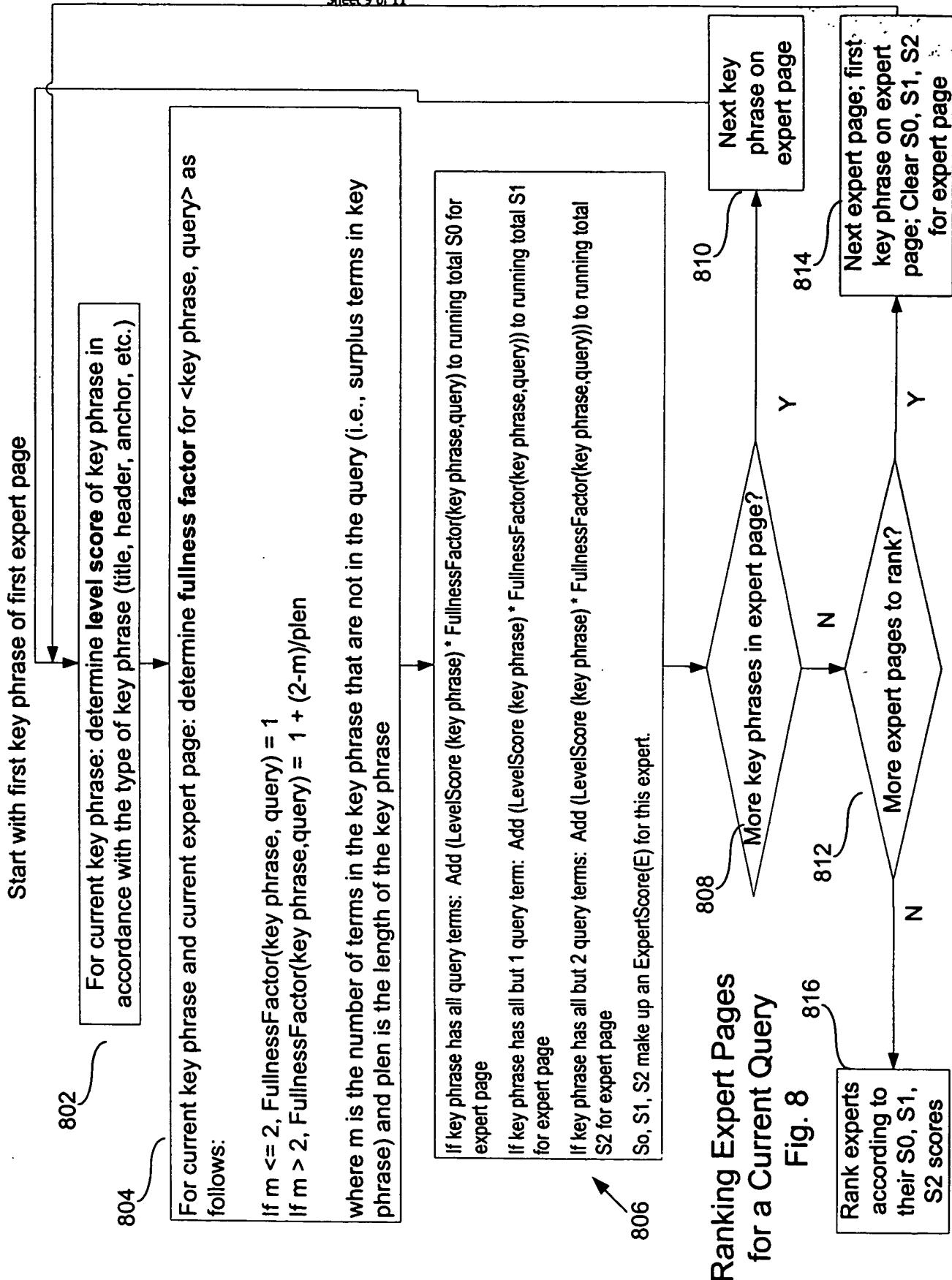
Scope of Key Phrases
(URLs in scope of a key phrase are "qualified" by the key phrase)
Fig. 5

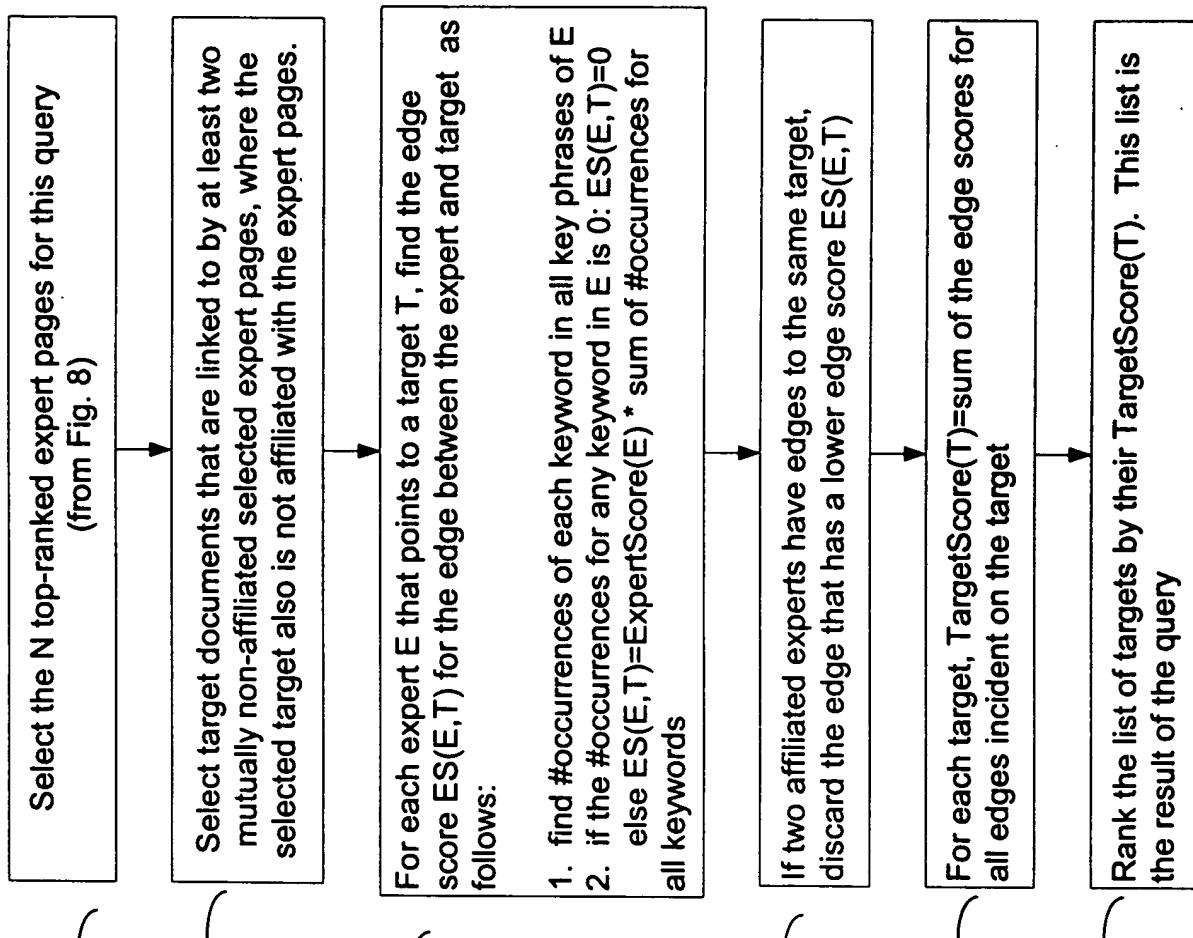


Example Expert Reverse Index

Fig. 7

Expert page ID	Key phrase ID	keyword	Offset of keyword within key phrase
1			
...
M			





Target Ranking
Fig. 9

